

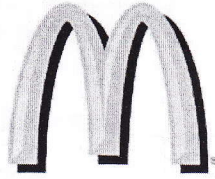
Advertising Techniques

The following are advertising techniques used commonly to sell products.

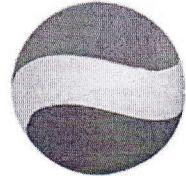
1. **Jingle-** A short song, usually mentioning a brand or product benefit, used in a commercial.
2. **Logo-** An image that is a company or product identifier.
3. **Slogan-** Phrase used to advertise a product or to identify a company or organization.
***Note: Sometimes a slogan is in the logo!**
4. **Bandwagon-** Everyone is doing it or in this case buying it; "in" with the popular crowd.
5. **Testimonials-** A claim by a celebrity or someone of authority that the product is good or good for you.
6. **Weasel words-** Imply a promise by using words like "usually" or "chances are."
7. **Hyperbole** is exaggeration or "hype." (For example, "The greatest automobile advance of the century!") The words are impressive sounding but are nonetheless vague and meaningless.
8. **Repetition** drives the message home many times. Even unpleasant ads work if they are repeated enough to pound their message into our skulls.
9. **Scale-** Advertising a product as bigger or smaller than real life.
10. **Name Calling-** Using unsavory terms about the competition in order to make the product look better.
11. **Fear-** You should buy this product or something bad could happen to us, our families and friends, or our country.
12. **Bribery** seems to give us something desirable: "Buy one, get one free." This technique plays on people's acquisitiveness and greed. Unfortunately, there is no free lunch.
13. **Humor** is a powerful tool of persuasion. If you can make people laugh, you can persuade them.
14. **Warm & Fuzzy-** Using sentimental images (especially families, kids and animals) to sell products.
15. **Beautiful People-** Using good-looking models in ads to suggest we'll look like the models if we buy the product. (How many times have you seen this one used?)
16. **Scientific Evidence** uses the paraphernalia of science (charts, graphs, etc.) to "prove" something that is often bogus. Statistics and factual information can be used to prove the superiority of the product. (For example: a car manufacturer quotes the amount of time it takes their car to get from 0 to 100 mph.)
17. **Sex Sells** uses sexually suggestive images and narrative to attract attention.

① Look at the following Logos and name the following Companies or Products:

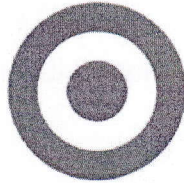
1.



4.



2.



5.



3.



6.



② What do you think makes a Logo successful/memorable?

③ Read the following slogans and name the Companies or Products:

1. Can you hear me now? Good!
2. So easy a caveman could do it.
3. Eat fresh!
4. Obey your thirst.
5. It gives you wiiiiings!
6. Taste the rainbow.
7. What's in your wallet?
8. Are you in good hands?
9. Easy, breezy, beautiful _____.
10. Like a good neighbor, _____ is there.
11. They're greaaaat!
12. Is it in you?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

④ What do you think are the ingredients of a good slogan/ jingle?

Directions:

You are to review a series of advertisements that have been taken from magazines. Evaluate what techniques are used to persuade you, the consumer, to buy into the ad. Check off which technique applies to your advertisement.

Example: Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

1. Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

2. Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

3. Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

4. Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

5. Name of Advertisement: _____

☐ Logo/Slogan ☐ Jingle ☐ Weasel Words ☐ Hyperbole ☐ Testimonial
☐ Scale ☐ Name Calling ☐ Fear ☐ Bribery ☐ Humor
☐ Warm & Fuzzy ☐ Beautiful People ☐ Sex Sells ☐ Scientific Evidence

6. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
___ Scale ___ Name Calling ___ Fear ___ Bribery ___ Humor
___ Warm & Fuzzy ___ Beautiful People ___ Sex Sells ___ Scientific Evidence

7. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
___ Scale ___ Name Calling ___ Fear ___ Bribery ___ Humor
___ Warm & Fuzzy ___ Beautiful People ___ Sex Sells ___ Scientific Evidence

8. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
___ Scale ___ Name Calling ___ Fear ___ Bribery ___ Humor
___ Warm & Fuzzy ___ Beautiful People ___ Sex Sells ___ Scientific Evidence

9. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
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___ Warm & Fuzzy ___ Beautiful People ___ Sex Sells ___ Scientific Evidence

10. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
___ Scale ___ Name Calling ___ Fear ___ Bribery ___ Humor
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11. Name of Advertisement: _____

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12. Name of Advertisement: _____

___ Logo/Slogan ___ Jingle ___ Weasel Words ___ Hyperbole ___ Testimonial
___ Scale ___ Name Calling ___ Fear ___ Bribery ___ Humor
___ Warm & Fuzzy ___ Beautiful People ___ Sex Sells ___ Scientific Evidence